

106: BOARD/DISTRICT COMMUNICATION (P)

Approved:01 14 20

POLICY

The Board of Education believes effective communication is essential in furthering the understanding and support of public education, and in developing the confidence and trust in the school district to fulfil its education mandate. The Board of Education and administration will foster an environment of two-way communication with its employees, partner groups and the community in support of our collective work to improve educational, social/emotional and career outcomes for all students.

Regulations

1.0 Responsibilities

- 1.1 The Chair of the Board, the Superintendent of Schools, and the Secretary-Treasurer, or their designates, are the official spokespersons for the School District.**
- 1.2 The school principal, or designate, is the official spokesperson for the school and is responsible for maintaining positive communications between the school and its community.**

2.0 Communications Structure

- 2.1 The School District website (www.sd70.bc.ca) will be the Board's primary means of communication with partner groups and communities.**
- 2.2 Other means of communication shall include but are not limited to email, other electronic/digital media, newsletters and bulletin boards.**
- 2.3 Annual Communications Plan will highlight and summarize progress in meeting annual strategic goals**

3.0 Input

3.1 The Board will receive input from partner groups and the community in the following suggested, but not limited to, manner:

- a. Standing Committee and Ad Hoc committee representation;**
- b. DPAC and PAC membership;**
- c. Attending open meetings of the Board of Education, or closed meetings at the request of the Board;**
- d. Board initiated community meetings, including public forums;**
- e. Board initiated online survey requests**
- f. Booking appointments and/or phone enquiries with Board representatives and/or District Staff;**
- g. Correspondence (emails and letters) to the Board of Education;**
 - i. Correspondence addressed to the Board of Education or the Board Chair will officially be received by the Board of Education. Correspondence addressed to a trustee or a group of trustees is under the control of the said trustee(s) and does not constitute correspondence addressed to the Board. The individual trustee(s) have the option to bring the correspondence formally to the Board for receipt or consideration.**
 - ii. Correspondence received by the Board of Education at least two weeks prior to a monthly Board meeting, will be considered by the Agenda Review Committee for placement on an appropriate Board agenda.**
 - iii. Correspondence received by the Board of Education after the two week deadline but prior to the regularly scheduled Board meeting, and is deemed urgent or emergent by the Board Chair and District Staff, may be considered for late placement on an appropriate Board agenda; otherwise the correspondence will be considered for the following month's agenda.**
 - iv. A trustee may, at any time, request the Agenda Review Committee consider any correspondence for placement on an agenda. A trustee also has the option, to make a Notice of Motion**

at the time of meeting that the correspondence be brought forward at the next meeting of the Board for discussion or action. If action is recommended, the trustee must put forth in the Notice of Motion what action is to be considered.

- v. Correspondence that is addressed to the Board of Education or Board Chair but is of an operational matter or is being addressed through other Board authorized processes will be redirected by District Staff to the appropriate department for response. The writer of the correspondence will be advised of such.**
- vi. Correspondence that is officially received by the Board of Education, that is considered by District Staff to be relevant to local school district business, will receive a written response on behalf of the Board of Education.**

4.0 Dissemination of Public Material in Schools

4.1 Distribution of outside information within a school and from school to home is subject to District approval. It is the Board's intention that no information or material distributed will:

- advertise for commercial or political gain**
- provide any individual or group exclusive rights**
- identify or stigmatize individuals or groups such that it might violate the Human Rights Code**
- be false, inflammatory or negative such that it adversely impacts on the legitimate operation of the District and/or schools**

References

**AP 1600: Complaints (Other than Child Abuse) Against Staff or Volunteers
"Communicating Effectively" protocol**